



The influence of product quality, celebrity endorser and brand image on decisions purchase scarlett whitening

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ABSTRACT

Problem study This is is support quality celebrity endorser products , and image brand influence decision purchase , the purpose of this study was to determine the effect of product quality, celebrity endorser, and brand image on the purchase decision of Scarlett Whitening for Pelita University Management Study Program Students nation partially. The research method used in this research is quantitative research. The population used in this study were Pelita University Management Study Program students nation . The sampling method that the authors used in this research is the Accidental Sampling method, where the sample is Students of the Pelita University Management Study Program Nation which amounted to 100 respondents. The data collection method used in this research is primary data. The primary data taken is data from the answers of 100 respondents. The results of this study indicate that product quality has no positive and significant effect on the purchasing decision of Scarlett Whitening for Pelita University Management Study Program Students The nation is proven by the value of tcount <ttable or (1.508 <1.98 4). This is also reinforced by the Sig value. < 0.05 or (0.293 < 0.05). Supporters Celebrity There is no positive and significant effect on the purchasing decision of Scarlett Whitening for Students of the Lamp University Management Study Program as evidenced by tcount < ttable or (1.901 < 1.98 4). This is also reinforced by the Sig value. < 0.05 or (0.060 > 0.05). Brand Image has a positive and significant effect on the purchase decision of Scarlett Whitening for Students of the Lamp University Management Study Program as evidenced by tcount <ttable or (3.178 > 1.98 4). This is also reinforced by the Sig value. < 0.05 or (0.002 < 0.05).

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1. INTRODUCTION

In the current era of globalization, there are many sales activities with digital systems, one of which is selling their products online, namely in the marketplace. Products sold on the marketplace range from food, clothing to international and local beauty products.

Beauty products marketed range from makeup, skin care, body care. One of the local beauty products is Scarlett Whitening.

Scarlett Whitening was founded at the end of 2017 and is a product owned by a well-known celebrity in Indonesia, Felicya Angelista. This product, which has received permission from BPOM, focuses on facial and body skin care that is safe for daily use. Scarlett Whitening has three product categories, namely facial care products, body care products and hair care products (Misnanto and Istiyanto, 2021). Quoted from web marketers.com (Annisa Bella Syana S, 2021), Scarlett Whitening has dominated sales on the Shopee and Tokopedia platforms in the past month. Sales of Scarlett Whitening Brightly Ever After Serum and Scarlett Whitening Acne Serum products reached IDR 15.5 billion. Followed by the brands Erto's Niacinamide Serum and Erto's Shining Serum with sales of IDR 2,666,851,832. while for the Garnier Cherry Blossom White Enhancement Serum brand it reaches IDR 361,012,630. In addition, the facial serum brands from Avoxin and Safi are also included in the top 10 best-selling facial serums in *e-Commerce*. Based on images from We are Social & Hootsuite, 2020 (Datareportal.com 2020), fashion & beauty has a 54% purchase rate across all categories in Indonesia. Currently, the beauty category market for local products is very popular among women. Based on the local product sales data above, it appears that one of Scarlett Whitening's management strategies is to use celebrity endorsers.

Purchasing decisions are part of consumer behavior regarding how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires Kotler, P & Keller (2016) in Tazkiyunnisa (2019). The purchase decision is a step of making a decision from a purchase including determining what to buy or not to make a purchase (Kotler & Armstrong, 2008) in (Darmansyah and Salim, 2023). About the appearance, style, quality and price of the product. And consumers make decisions in one of a number of alternative choices which are called purchasing decisions. Schiffman & Kanuk (2007) in (You and Kim, 2021). According to Kotler & Armstrong (2012) in (Raidhatul Indah Bahzar, 2021), there are four indicators for determining purchasing decisions ADDIN CSL_CITATION {"citationItems":{"id":"ITEM-1","itemData":{"ISBN":"1405170670","abstract":"Hasil penelitian menunjukkan bahwa Kekuatan akta notaris yang dibuat berdasarkan cyber notary belum memperoleh landasan hukum yang kuat sehingga belum memberikan jaminan kepastian hukum. Sehingga notaris yang membuat akta notaris berdasarkan cyber notary dapat dituntut penggantian biaya, ganti rugi dan bunga oleh pihak yang menderita kerugian."},"author":{"dropping-particle":"","family":"Bahzar","given":"Raidhatul Indah","non-dropping-particle":"","parse-names":false,"suffix":""},"container-title":"Jurnal ilmiah Universitas Sumatera Utara","id":"ITEM-1","issued":{"date-parts":[["2021"]]},"page":"8-13","title":"Pengaruh Promosi, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Pada Produk Scarlett Whitening Studi Kasus Pada Mahasiswi Universitas Muhammadiyah Sumatera Utara","type":"article-journal"},"uris":["http://www.mendeley.com/documents/?uuid=6644ff98-e185-4325-8a22-483871cc7a6e"]},"mendeley":{"formattedCitation":"(Raidhatul Indah Bahzar 2021)","manualFormatting":"(Raidhatul Indah Bahzar, 2021)","plainTextFormattedCitation":"(Raidhatul Indah Bahzar 2021)","previouslyFormattedCitation":"(Raidhatul Indah Bahzar 2021)"}, "properties":{"noteIndex":0},"schema":"https://github.com/citation-style-language/schema/raw/master/csl-citation.json"}, namely product stability, product buying habits, providing recommendations to others, and repurchasing.

Product quality is the characteristics of a product or service that bear on its ability to satisfy customer needs. Kotler & Armstrong (2012: 230) in (Briggita Dias Puspawati 2020). Kotler & Armstrong (2012: 230) in (Briggita Dias Puspawati 2020) product quality is a product or service characteristic that supports its ability to meet customer needs. Kotler & Armstrong (2018, p. 225) in (M.Fadlulrahman 2021) revealed

that product quality is a tool that plays a role in shaping a company's brand positioning. There are 4 indicators of product quality (John W & Walker Jr., 2013) in (Raidatul Indah Bahzar, 2021) namely performance, features, reliability and endurance.

Celebrity endorser is the activity of using artists as advertisement stars by using media such as print media, social media, and television media to provide information and influence listeners. Shimp (2014: 258-259) in (Monica 2021). Endorsers are icons or often referred to as direct sources for conveying messages and or demonstrating products or services in promotional activities that aim to support the effectiveness of conveying product messages According to Suryadi (2016) in (Andini Oktri and Rama Chanda, 2020). Kotler & Keller (2009) in (Putri and Istiyanto, 2021) revealed that a celebrity endorser is a figure as a resource person used to help an advertisement so that the advertisement becomes more attractive and able to attract the attention of consumers of a product. There are 3 indicators that must be considered according to (Shimp, 2014: 259-262) in (Monica 2021), namely the TEARS model, credibility and attractiveness.

Brand image is a consumer's perception of a brand, as reflected in the brand associations owned by consumers in Keller & Lane (2013) in (Tazkiyunnisa 2019). Keller & Lane (2013) in (Tazkiyunnisa 2019) revealed that brand image is the consumer's perception of a brand which is reflected in brand associations in the minds of consumers. Their image is the vision and belief hidden in the minds of consumers, as a reflection of the associations that are embedded in the memory of consumers. Kotler (2006:266) in (Rinawati, Agung, and Anggraini, 2021). Kotler (2016) in (Sulistyowati, 2022) reveals that a brand has a meaning, namely a name, designation, sign, symbol or a combination of all that is intended to identify goods, services of sellers or groups of sellers to satisfy the same taste. need. There are 3 indicators according to Kotler & Keller (2012) in (Tazkiyunnisa 2019), namely the superiority of brand associations, the strength of brand associations and the uniqueness of brand associations.

2. RESEARCH METHODS

2.1 Types of Research

Type This research is quantitative, according to Hj. Surya Bintarti., SE (2015) research Quantitative is a study to answer problems through careful measurement techniques of certain variables, so as to produce conclusions that may be generalized, regardless of the context of time and situation and the type of data collected, especially quantitative data. The quantitative approach aims to analyze the problem of the relationship of a variable with other variables, a quantitative approach is an approach in which to find out that there is a relationship or influence between the second variable (independent variable or dependent variable) (Juliandi et al., 2013) in (Bahzar 2021)

2.2 Data Analysis Techniques

The data analysis technique used in this research is quantitative descriptive analysis, according to Sugiyono (2014) in (Briggita Dias Puspawati, 2020) descriptive analysis method is statistics used. To analyze data by describing or describing data that has been combined as it is without mean make valid conclusions. For general or true generalizations.

2.3 Classical Assumption Test

Normality test was performed to find out whether the data is normally distributed. If it is normally distributed, it will be in the form of a bell on the histogram graph. In this study the test to prove the data is normally distributed will be proven by testing the data in the form of histogram graphs, P - P Plot of Regression, Scatterplot, and testing with the One Sample Kolmogorov-Smirnov Test (AEWibowo, 2012: 61) in (Sunarno, 2020). The multicollinearity test was carried out to measure the regression, it was found that there

was a correlation between the independent variables (Astuti, 2019) in (Wulansari, 2023) . The purpose of the multicollinearity test is to check that a regression has a relationship between the independent or dependent variables (Ghozali, 2013) in (M. Iqbal Ashidiqi, 2023) . Heteroscedasticity Test The purpose of the Heteroscedasticity Test is to find out whether the model has symptoms of heteroscedasticity (Ghozali, 2013) in (Wulansari, 2023) . Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another . The regression model is said to have no heteroscedasticity if the significant value is > 0.05 . Tests in this study using the Glejser test method and scatter plot graphs . There is an inequality of variance in the regression model for various observations that take place, so the heteroscedasticity test is carried out. The benefit of the scatterplot image pattern is to analyze the presence of heteroscedasticity in a study (Latan, 2013: 66) in (Princess, 2022)

2.4 Quantitative Test

Quantitative Test done with Analysis Multiple Linear Regression . Multiple linear regression analysis is used to make predictions, how changes in the value of the dependent variable if the value of the independent variable is increased or decreased Sugiyono (2009) in (Life, 2019) .

2.5 Hypothesis testing

Hypothesis testing is done by Partial Hypothesis Testing (t test). Ghozali (2013) in (Anita, 2022) The t test is used to test the significance constant of each independent variable.

3. RESULTS AND DISCUSSION

3.1 Data Description

Data were obtained by distributing questionnaires to respondents who were Study Program Students Management University Lamp Nation which amounted to 100 respondents . The questionnaire contains 27 statements divided into 4 variables. In this study presented a description of the data in accordance with the characteristics of the respondents along with the answers from the questionnaire.

3.2 Characteristics Respondents

The characteristics of the respondents in this study were divided into 4 categories which included gender, age, education _ Tasks End And Jobs .

a. Characteristics of Respondents by Gender

Following are the results of the characteristics of respondents based on gender:

Table 1 Type Type Sex Respondents

NO	Sex Type	Amount	Percentage
1	woman	74	74.8 %
2	Man	26	25.2 %
Amount		100	100%

Source : Data studies processed _ , 2023

74 female respondents respondent or 74.8 %, and male sex as many as 26 respondents or 25.2 %.

b. Characteristics of Respondents by Age a

Following are the results of the characteristics of respondents based on age

Table 2 Characteristics Age Respondents

NO	Sex Type	Amount	Percentage
1	19 years – 21 years	87	84.5 %
2	22 years – 26 years	13	15.7 %
Amount		100	100%

Source : Data studies processed _ , 2023

Based on the table in the table above there are 87 respondents or 84.5% aged 19-21 years and 13 respondents or 15.7 % . aged 22-26 years.

c. Characteristics of Respondents According to Last Education

Following are the results of the characteristics of respondents based on education

Table 3 Characteristics of the Last Education Respondents

NO	Education	Amount	Percentage
1	High school/vocational high school level	92	89.3%
2	Diploma	0	0%
3	S1	11	10.7%
4	S2	0	0%
Amount		100	100%

Source : Data studies processed _ , 2023

Based on the data in the table above, there are 92 respondent or 89.3 % educated SMA/SMK equivalent , Diploma education 0 respondents or 0%, with 11 respondents educated S1 or 10.7% and educated S2 0 respondents or 0%.

3.3 Characteristics of Respondents by Occupation

Following are the results of the characteristics of respondents based on their work

Table 4 Job Characteristics Respondents

NO	Years of service	Amount	Percentage
1	Student / Student	94	91.3 %
2	Employee	5	4.9 %
3	Work Alone	1	3.8% _
Amount		100	100%

Source : Data studies processed _ , 2023

Based on the data in the table above, there are 94 respondent or 91.3 % with work Student / Student , there are 5 respondents or 4.9% with work employees and there are 2 respondents or 3.8% with work self-employed

3.4 Test Instrument Data

Test instrument data is needed to find out that the variables under study function as a verification tool which includes validity tests and reliability tests.

3.5 Validity test

Validity test is used to determine whether a questionnaire is valid or not. The research instrument is said to be valid if the measuring instrument used is to obtain valid data (Sugiyono, 2017: 198) in (Dewanti Prashasha Naadiyah 2020). (Sugiyono, 2011) in (Azizah and Fikriyah, 2023) revealed that this validity test was conducted to see whether the questionnaire question indicators accurately and convincingly reflect the discussion of the research tree. Testing is done by comparing the r count and r table. The value of r table in this study with 100 respondents is $df=n-2$ which is 0.1966 . Criteria for decision making in the validity test in this study: If $r \text{ count} < r \text{ table}$ with a level of 5% or

Sig value > 0.05 then the instrument item is declared valid; If r count $> r$ table with 5% level or Sig value < 0.05 then the instrument item is declared valid.

3.6 Reliability Test

Reliability test is carried out to ascertain whether the instrument used is reliable or not . According to Sugiyono (2017: 198) in Dewanti Prashasha Naadiyah (2020) a reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data. A research variable is said to be reliable if it meets the criteria as following : (a) If Cronbach Alpha > 0.60 it is said to be reliable . (B) If Cronbach Alpha < 0.60 it is said to be unreliable 1.

3.7 Classical Assumption Test

a. Test Normality

Normality test was performed to find out whether the data is normally distributed. If it is normally distributed, it will be in the form of a bell on the histogram graph. In this study the test to prove the data is normally distributed will be proven by testing the data in the form of histogram graphs, P - P Plot of Regression, Scatterplot, and testing with the One Sample Kolmogorov-Smirnov Test (AEWibowo, 2012: 61) in (Sunarno, 2020) . For statistical tests using Kolmogorov-Smirnov. Data is said to be normal if the Significance value (Sig) is greater than 0.05.

b. Test Instrument Data

The data instrument test was carried out to find out the variables under study function as a proof tool which includes validity tests and reliability tests.

c. Validity test

Validity test is used to find out whether the questionnaire is valid or not Ghozali (2009) (Trimulyani & Herlina, 2022). The results of the validity test ($n = 90$ people) or $df = n-2$ obtained n (sample) $90-2 = 88$ with a significance of 0.05, then r table = 0.2072. Criteria for decision making in the validity test in this study: If r count $> r$ table with a level of 5% or a Sig value < 0.05 then the instrument item is declared valid; If r count $< r$ table with a level of 5% or Sig value > 0.05 then the instrument item is declared valid.

d. Test trust

Reliability test is carried out to ascertain whether the instrument used is reliable or not . According to Sugiyono (2017: 198) in Dewanti Prashasha Naadiyah (2020) a reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data. To measure reliability in this study using the Cronbach Alpha technique with testing criteria if the alpha value is > 0.60 then the statement is said to be reliable, and vice versa if the alpha value is < 0.60 then the statement is not reliable.

3.8 Classic assumption test

a. Normality Test

The normality test was carried out to find out whether the data is normally distributed. If it is normally distributed, it will be in the form of a bell on the histogram graph. In this study, testing to prove that the data is normally distributed will be proven by testing the data in the form of histogram graphs, P - P Plot of Regression, Scatterplot, and testing with the One Sample Kolmogorov-Smirnov Test (AEWibowo, 2012: 61) in (Sunarno, 2020) . For statistical tests using Kolmogorov-Smirnov. Data is said to be normal if the Significance value (Sig) is greater than 0.05.

Table 5. Assumption Test Results Classic

One Sample Kolmogorov-Smirnov Test		
		Nonstandard residue
N		100
Normal Parameters ^{a,b}	Method	.0000000
	std. Deviation	3.75612478
The Most Extreme Difference	absolute	.065
	Positive	.044
	Negative	-.065
Statistic test		.065
asyp. Sig. (2-tails)		.200 ^{c d}
A. Normal test distribution.		
B. Calculated from the data.		
C. Lilliefors Significance Correction.		
D. This is the lower bound of true significance.		
<i>Source : Data studies processed _ , 2023</i>		

Based on the table above, the results of the Kolmogorov-Smirnov test are significant (Sig) of 0.200 (Asymp sig (2-tailed)) > 0.05, it can be concluded that the data is normally distributed.

b. Multicollinearity _

Multicollinearity Test Purpose To test the regression model is found a correlation between independent variables.

Table 6 . Multicollinearity Test Results

Model	Nonstandard coefficients		Standard Coefficient Betas	Q	Sig.	Collinearity Statistics	
	B	std. Error				tolerance	VIF
	1 (Constant)	2,524	2,183		1.156	.251	
Product quality	.153	.145	.145	1058	.293	.200	4,999
Celebrity Supporter	.279	.147	.209	1901	.060	.311	3,213
Brand Image	.783	.247	.483	3.178	.002	.164	6.101
A. Dependent Variable: Purchase Decision							

Source: Processed results of SPSS, 2023

Based on the table above, it shows that the results of the multicollinearity test for the three independent variables have a VIF value of the Product Quality variable (X1) 4.999, Celebrity Endorser (X2) 3.213 and Brand Image (X3) 6.101 which means less than 10. So the tolerance value is equal to the Quality variable Product (0.200), Celebrity Endorser (0.311) and Brand Image (0.164), which means more than 0.1. So it can be concluded that there is no multicollinearity in the independent variables of this study

c. Heteroscedasticity Test

The heteroscedasticity test was carried out to find out whether the model has no symptoms of heteroscedasticity (Ghozali, 2013) in (Wulansari, 2023) . Tests in this study using the Glejser test method and scatter plot graphs. In the Glejser test it is said that heteroscedasticity does not occur if the significance value is ≥ 0.05 , otherwise if the significance value is ≤ 0.05 it can be concluded that there is a heteroscedasticity problem. Test results Glejser heteroscedasticity is as follows:

coefficient ^a

Anastasya, The influence of product quality, celebrity endorser and brand image on decisions purchase scarlett whitening

Model		Nonstandard coefficients		Standard Coefficient	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	2065	1,386		1,490	.140
	Product quality	005	092	012	051	.959
	Celebrity Supporter	.023	093	046	.249	.804
	Brand Image	006	.156	010	039	.969

A. Dependent Variable: Abs_RES

Table 7. Results of the Glejser Heteroscedasticity Test

Source: Processed results of SPSS, 2023

Based on the table above it can be seen that the results of the significance of the Product Quality variable are $0.959 > 0.05$, Celebrity Endorser variables are $0.804 > 0.05$ and brand image variables and $0.969 > 0.05$. this _ it can be concluded that no symptoms occur heteroscedasticity.

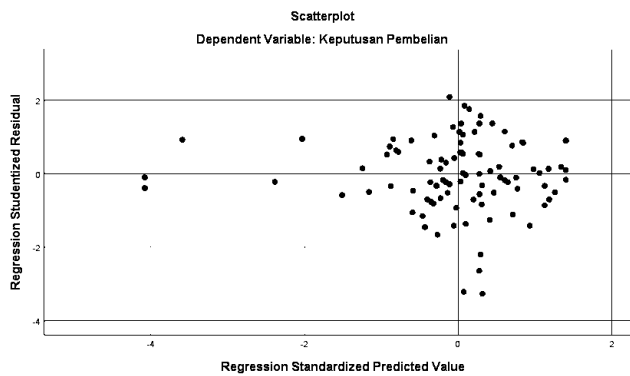


Figure 1 Scatterplot Heteroscedasticity Test Results

Source: SPSS processed results, 2023

Based on picture above _ show that the results of the scatterplot test show that dots, dots, dots spread randomly , do not form clear or regular patterns, and are scattered above and below the number 0, it can be concluded that there are no symptoms of heteroscedasticity with this scatterplot test.

d. Multiple Linear Regression Test

Multiple linear regression analysis is used to predict how the sign of the dependent variable changes if the value of v independent variables increase or decrease the value of Sugiyono (2009) in (Life, 2019) . Multiple linear regression analysis estimates the magnitude of the resulting coefficient linearly involving two independent variables. To be used as a forecasting tool for the magnitude of the sign depending on the variable Sarwono (2016) in (Azahari and Hakim, 2021) . D performs several steps to find the relationship between the independent variables , namely quality product , *celebrity endorser* and brand image and the dependent variable is decision purchase . The results of multiple linear regression processing can be seen in the following table:

Table 8 . Multiple Linear Regression Test Results

Model		coefficient ^a			Q	Sig.
		Nonstandard coefficients		Standard Coefficient		
		B	St.'s mistake	Betas		
1	(Constant)	2,524	2,183		1.156	.251
	Quality product	.153	.145	.145	1058	.293
	Supporting	.279	.147	.209	1901	.060

Celebrities					
Brand Image	.783	.247	.483	3.178	002
A. Dependent Variable: Purchase Decision					

Source : processed SPSS output , 2023

3.9 Hypothesis Testing (T Test)

The t test is used to test the significance of the constants of each independent variable in Ghozali (2013). (Anita, 2022) . is variable product quality, celebrity endorser and brand image have a partial (separate) effect on the dependent variable, namely purchasing decisions. If the value of Sig. < 0.05 then Ha is accepted and if Sig. > 0.05 then Ha is rejected. Inclusion of the number of samples studied (n) = 100 , significance level (α) = 0.05 and degrees of freedom $df = nk = 100 - 3 - 1 = 96$. By using the t distribution table and a significance level of 0.025, the table value is 1.984 .

Table 9. T Test Results (Partial)

		coefficient ^a				
		Nonstandard coefficients		Standard Coefficient		
	Model	B	std. Error	Betas	Q	Sig.
1	(Constant)	2,524	2,183		1.156	.251
	Quality product	.153	.145	.145	1,508	.293
	Celebrity Supporter	-.279	.147	.209	1901	.060
	Buying decision	.783	.247	.483	3.178	002

A. Dependent Variable: Purchase Decision

Source: SPSS processed results, 2023

Based on the results of data processing above, the product quality variable has $t_{count} < t_{table}$ ($1.508 < 1.984$) with a sig value of $0.293 > 0.05$. So product quality is stated to have no positive and significant effect on purchasing decisions. The celebrity endorser variable has $t_{count} < t_{table}$ ($1.901 < 1.984$) with a sig value of $0.060 > 0.05$. So the celebrity endorser is stated to have no positive and significant effect on purchasing decisions. The brand image variable has $t_{count} > t_{table}$ ($3.178 > 1.984$) with a sig value of $0.002 < 0.05$. So their image is stated to have a positive and significant effect on the purchasing decision variable.

4. CONCLUSION

Quality Variables Product (X1) based on the results of the tests that have been carried out, it can be concluded that no there is a positive influence between quality product on the purchasing decision of Scarlett Whitening at Pelita Bangsa University, and there is a significant influence between the price and the purchase decision of a Honda Vario motorbike at Pelita Bangsa University. Celebrity Endorser (X 2) Based on the results of the tests that have been carried out, it can be concluded that no there is a positive influence between celebrity endorsers on the purchasing decision of Scarlett Whitening at Pelita Bangsa University, and there is a significant influence between price and purchasing decisions for Honda Vario motorbikes at Pelita Bangsa University . Brand Image (X 3) Based on the results of the tests that have been carried out, it can be concluded that there is an influence between brand image on the purchasing decision of Scarlett Whitening at Pelita Bangsa University, and there is a significant influence between brand image on the purchasing decision of Scarlett Whitening at Pelita Bangsa University . For company : Scarlett Whitening should review all aspects in the Product, Celebrity Endorser and Brand Image to prevent a decrease in the level of purchasing decisions. For researcher further : In future researchers it is expected to use a wider population with regard to product quality, celebrity endorser and brand image as well as purchasing decisions , further researchers can use other methods in researching the level

of purchasing decisions, such as conducting in-depth direct interviews with the level of purchasing decisions, so the information obtained is more varied, and it is better for further researchers to look for indicators / approaches, other questions that might make product quality variables influence purchasing decisions, it is better for further researchers to look for indicators / approaches. Another question that might make a celebrity endorser variable can influence purchasing decisions.

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